



Localism: A Commitment to Serving Central Iowa

WOI-TV, ABC Affiliate – Ames/Des Moines, IA

WOI-TV demonstrates a significant investment in *local news programming*. WOI airs 17 hours of local news per week – Monday through Friday at 6:00am to 7:00am, 11:00am to 12:00pm, 5:00pm to 5:30pm and 10:00pm to 10:35pm. Our weekend newscasts breakout in the following time periods: Saturdays at 6:00pm to 6:30pm, 10:00pm to 10:35pm and Sundays at 5:00pm to 5:30pm and 10:00pm to 10:35pm. a full 70% of the station's staff, in the news, engineering and production departments, is dedicated to the preparation and presentation of these newscasts.

We feel strongly that Channel 5 Eyewitness News is our viewers' primary source of information about the events and issues that affect them everyday right here in their own community. We take that responsibility very seriously as we make decisions about the news we cover and the ways in which we cover it. Our primary goal is to give our viewers the information they need to be responsible members of the community, to make informed decisions about the important issues faced by the community, and to participate in a meaningful way in the overall life of the community.

We have a similar commitment to *local public affairs programming*. During our 6:00am and 11:00am newscasts, we produce interview segments that discuss key events and issues in central Iowa and feature guests including local community leaders, volunteers, event participants, agency representatives, etc. In 2004, these programs included discussion on local topics like senior services, youth after school programs and activities, the impact of budget cuts on local schools, area unemployment, domestic violence, children's charities and other social services, minority issues and others. This long form programming is supplemented by a schedule of public service announcements addressing important local issues, promoting meaningful local agencies and events, and encouraging volunteerism on a local level.

To help guide our efforts in both news and public service programming, we have an active local ascertainment process. Each quarter, in cooperation with other local broadcasters, we hold an ascertainment meeting at the local United Way Center in which we invite six guests, representing a cross-section of the community. Through the course of our discussion, we attempt to ascertain what they believe are the most important issues facing the central Iowa area. We also provide guests to the station a written ascertainment form in which they, too, identify key local issues that need to be addressed. We conduct between 20-25 interviews each quarter and use them to help guide our news and public service programming choices.

Our website (woitv.com) supplements and reinforces our on-air efforts in news and public service programming. Our efforts in news and public service programming are documented in more significant detail in the Quarterly Issues/Program List located in our Public Inspection File.

In addition to regularly scheduled news and information programming, we also have systems put in place to provide **emergency programming** information on an as-needed basis. Special news reports, severe weather announcements, school closings and cancellations, Amber Alert notifications, and EAS are all examples of these emergency programming commitments.

During the recently concluded political campaign season, WOI-TV provided a myriad of **political programming** to help inform our viewers on the local races and candidates. First, from Labor Day until Election Day, we committed a minimum of five minutes per day to candidate-driven **local election coverage** during our regularly scheduled newscasts. Those efforts are documented in our Public Inspection File. In addition, WOI-TV offered all qualified candidates for federal office, representing some part of our viewing area, five minutes of **free airtime** to air between September and November. Those invitations went out to 8 candidates, and five of which ultimately aired. In addition, we offered to produce and air a **televised debate** between candidates for the U.S. Senate race and three U.S. House races (these offers were accepted by the challengers but rejected by the incumbents). On November 2nd, in addition to our regularly scheduled news programs, during ABC election coverage from 5:30pm-10pm, we provided **local election coverage** for three to five minutes of every half-hour including cut-ins at 7:56pm, 8:25pm, 8:56pm, and 9:25pm. After our local news at 10:00pm, WOI rejoined ABC at 10:35pm for national coverage and did local cut-ins throughout the late night hours.

WOI-TV provides a significant amount of **community service programming** for local social service agencies, fundraising efforts, and community events. Local events for which we are a media partner include: Strides Against Breast Cancer, Keep A Kid Warm, Variety The Children's Charity, Holiday Card to Benefit Kids with Cancer, March of Dimes, the American Cancer Society and the Iowa State Fair.

WOI-TV enjoys a long and productive relationship with Variety, The Children's Charity. Our commitment to them includes weekly PSA's produced for air throughout our broadcast day. WOI also airs a 22-hour telethon along with news stories throughout the year. WOI has been a partner with Variety, The Children's Charity since 1974.

WOI-TV has partnered with the Salvation Army to organize the **Keep A Kid Warm** campaign. Viewers were asked to donate new or gently used coats, hats, gloves, and other winter- wear for those in the community who are in need. Other partners included: Hillyer Cleaners, which served as a collection point and also cleaned the coats, and Flooring Gallery who was another drop off point.

Finally, our on-air personalities regularly make themselves available for public appearances of all varieties around the community. From acting as emcees for local chamber and other civic organizations to reading to young people in area schools, from appearing in local community parades and festivals to lending their celebrity for worthy charitable causes, the people of Channel 5 Eyewitness News participate actively in the life of the community.

In the end, WOI-TV not only serves the central Iowa community but is an active part of it. We provide a tremendous service to our viewers, connecting them to their community, but we are also charged with the responsibility to be a good corporate and community citizen by participating in a visible and constructive way to influence the quality of life in our community. And, for more than 54 years, we feel we have succeeded in that mission.

Ray Cole
President, Citadel Communications Co.